Yukon Alcohol Sales 2005/'06

Figures released by the Yukon Liquor Corporation for the fiscal year April 1, 2005 to March 31, 2006 show that 4,452,200 litres of liquor were sold in the Yukon. This volume of liquor was made up of 3,725,000 litres of beer and cider, 487,800 litres of wine and 239,500 litres of spirits.

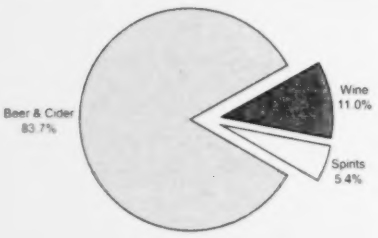
1

Volume of Liquor Sold, in Litres

The 2005/'06 figure of 4,452,200 litres of liquor sold represents a **0.9% decrease** from the 2004/'05 level of 4,490,500 litres sold.

Over the same period, spirit sales increased 3.7%, and beer and cider sales decreased 1.8%. Wine purchases were up by 4.4%.

Beer and cider accounted for 83.7% of total liquor purchases in 2005/'06. Wine was a distant second at 11.0% and spirits were third at 5.4%.



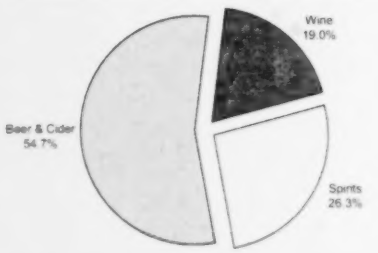
2

Value of Liquor Sold, in Dollars

The 2005/'06 sales figure of $29,082,500 of liquor sold represents a **5.1% increase** from the 2004/'05 level of $27,676,700.

Over the same period, revenue from spirits ($7,659,000) increased 5.6%, wine ($5,521,100) increased 10.5%, and beer ($15,902,400) increased 3.1%.

Beer and cider accounted for 54.7% of total value of liquor sales in 2005/'06. Spirits were second, at 26.3%, and wine last with 19.0% of total sales value.

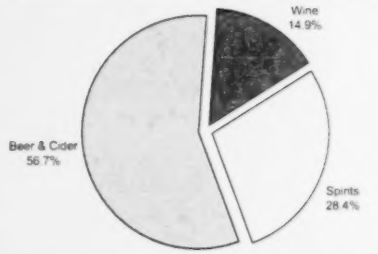


3

Total Volume of Liquor Sold, by Alcohol Content

Different types of liquor contain different amounts of absolute alcohol. On average, beer and cider contain 5% alcohol by volume, spirits 39%, and wine 10%.

For 2005/'06, the largest share (56.7%) of total absolute alcohol was purchased in the form of beer and cider. Spirits were second with 28.4%, and wine accounted for the remaining 14.9%.



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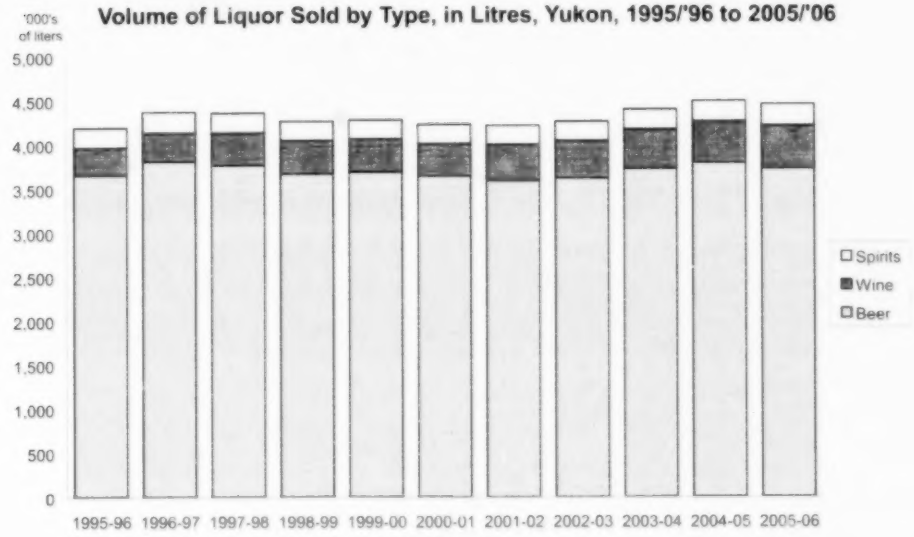
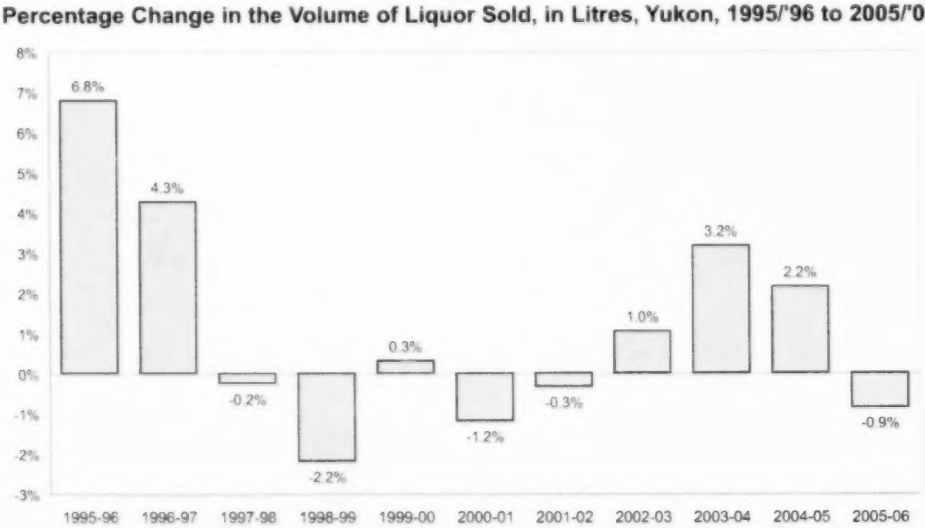
4 Volume of Liquor Sold by Type



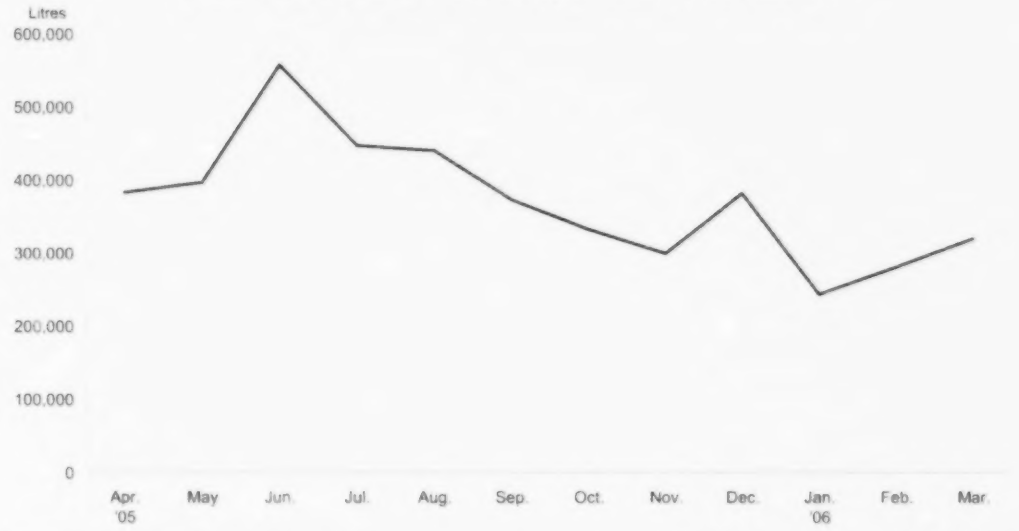
The 2005/'06 figure of 4,452,200 litres of total liquor sold represents a 0.9% decrease from the 2004/'05 level of 4,490,500 litres sold. The 2004/'05 figure was 2.2% higher than the previous year, 2003/'04, in which 4,395,800 litres of liquor were sold. The 2005/'06 volume figure of 4,452,200 litres sold was the second highest volume figure over the last eleven years, while the lowest was recorded in 1995/'96, when 4,194,700 litres of liquor were sold.

The chart below shows the change in the volume of liquor sold from year to year. The largest decrease in liquor volume occurred between 1997/'98 and 1998/'99 (-2.2%). The largest increase in sales occurred between 1994/'95 and 1995/'96 (6.8%). A large portion of the change in yearly liquor sales is related to changes in the Yukon population. This is especially true in Faro, where the population has fluctuated dramatically following the closure of the Anvil mine. *(See page 4 for liquor sales by community.)*



5 Volume of Liquor Sold by Month

Volume of Liquor Sold (litres) by Month, Yukon, 2005/'06



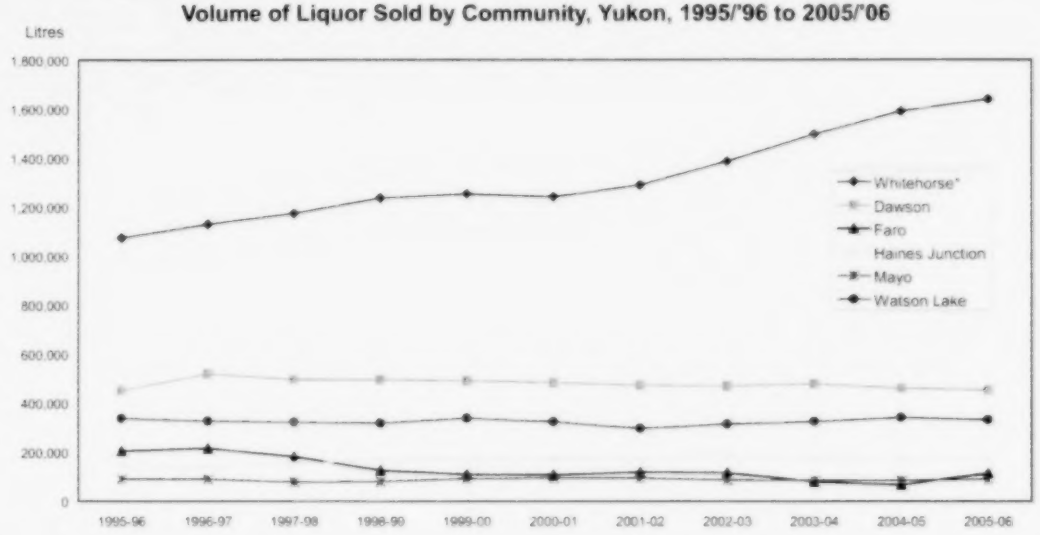
Liquor sales in the Yukon follow a distinct seasonal cycle, peaking in the summer months. In 2005/'06, there were 556,800 litres of liquor sold in June 2005, which accounted for 12.5% of the yearly total. In January 2006, there were 243,400 litres of liquor sold, which accounted for only 5.5% of the yearly total. The large number of travellers visting the Yukon and the influx of seasonal workers may be responsible for a portion of the increased sales during the summer months. *This should be taken into account when comparing per capita liquor sales in the Yukon with other jurisdictions.* The table below shows monthly sales figures from 1998/'99 to 2005/'06:

Volume of Liquor Sold by Month, in Litres, Yukon, 1998/'99 to 2005/'06

	1998/'99	1999/'00	2000/'01	2001/'02	2002/'03	2003/'04	2004/'05	2005/'06
April	308,825	272,829	350,087	335,241	317,171	331,212	307,798	382,061
May	361,787	348,493	351,116	339,674	352,816	354,059	369,300	395,914
June	433,249	402,963	450,910	421,317	416,477	417,861	452,039	556,772
July	486,987	469,178	456,067	456,427	455,828	474,484	480,493	446,789
August	615,001	529,277	506,528	507,483	496,104	532,901	556,048	439,960
September	358,247	343,515	401,767	398,418	415,670	415,927	431,355	373,187
October	275,296	369,766	284,513	291,093	304,345	311,642	322,301	332,297
November	320,328	346,541	326,439	338,281	342,448	352,428	356,043	299,382
December	352,159	385,231	355,435	375,579	389,014	385,308	391,811	381,646
January	212,524	218,830	234,042	238,811	232,213	236,443	234,776	243,436
February	253,804	271,175	279,803	266,171	272,907	293,699	280,075	280,738
March	289,668	323,323	233,748	247,905	265,622	289,808	308,420	320,054
Total	**4,267,876**	**4,281,122**	**4,230,454**	**4,216,399**	**4,260,613**	**4,395,771**	**4,490,460**	**4,452,235**

6 Volume of Liquor Sold by Community

Volume of Liquor Sold by Community, Yukon, 1995/'96 to 2005/'06



From 2004/'05 to 2005/'06 the volume (in litres) of liquor sold in the communities changed as follows:

- In Dawson, the volume decreased by 1.6%, from 462,400 in 2004/'05 to 455,100 in 2005/'06.
- In Faro, the volume increased by 70.2%, from 67,200 in 2004/'05 to 114,300 in 2005/'06. Faro's increase in sales volume can be attributed in part to a major business customer now buying from the local liquor store rather than directly from the YLC warehouse.
- In Haines Junction, the volume increased by 1.5%, from 172,600 in 2004/'05 to 175,200 in 2005/'06.
- In Mayo, the volume increased by 6.2%, from 85,300 in 2004/'05 to 90,600 in 2005/'06.
- In Watson Lake, the volume decreased by 2.5%, from 341,300 in 2004/'05 to 332,800 in 2005/'06.
- In Whitehorse*, the volume increased by 3.0%, from 1,591,100 in 2004/'05 to 1,639,400 in 2005/'06.

**Does not include YLC Warehouse sales*

Notes: **Liquor Purchases** are based on sales data provided by Yukon Liquor Corporation. The Yukon Liquor Corporation (YLC) is a Yukon Territory Crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of all alcoholic beverages in the Territory. The Corporation's fiscal year is from April 1st to March 31st. Sales figures do not include commercial/home wine- and beer-making. **Absolute Alcohol** volumes are derived from the relative alcohol content of the spirits, beer, and wine sold. The percentages used for alcohol by volume are: spirits, 39%; wine, 10%; and beer, 5%.

Yukon
Executive Council Office
Bureau of Statistics

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